

London, N.Y.

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December 5th, 1913

H. E. Gooderham, Esq.,
31 Canada Life Building,
Toronto.

Dear Mr. Gooderham:

You have written to me regarding a matter that has often given us much concern. Again and Again we have asked ourselves how we can let it be known more effectively to the public outside that certain events are taking place at the University. Unfortunately, our difficulty has been that if we send notices down to the newspapers they either publish them or not as they will. The only way in which we can secure publicity from them is to pay for space, and that is by no means an economical nor a very satisfactory method. If we could have a weekly bulletin, and have it placed in certain institutions down town, possibly that might in some way relieve the difficulty, though it would only be seen by a fraction of the public. It may be that before long we shall be able to make better terms than we have hitherto succeeded in doing with the newspapers; probably that is the only solution, and yet we have not the money to spend in any large amount on general advertising.

With kind regards, I am,

Yours sincerely,

F. R. S. D. E. D.

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Room 39, Canada Life Bldg.
Toronto, December 9, 1913.

President Falconer,
University College,
University of Toronto,
T O R O N T O.

Dear Sir:-

I beg to acknowledge receipt of your letter of the 5th inst. relating to advertising of University events and am glad that this matter is already receiving your attention. I do not think, however, that the placing of a bulletin in down-town Institutions would quite meet the requirements. There, again, we would fail to reach the general public.

I would like you to make up your mind just what form of advertisement should appear in the daily papers, what period it should cover, and have the Bursar of the University ask for Tenders from the Globe, The Mailand Empire, and The World. I feel sure

that we could, without any difficulty, get sufficient subscriptions from those interested to pay for, at least, one year's advertising. To my mind, however, this expense should be paid for out of the Sunday collections, and it might be made known at each of the services that the collection is taken to defray the costs of printing and advertising. For the present, however, I would gladly see what could be done to raise the fund to pay for the first year's advertising. I would be glad to hear from you again, at your convenience.

Yours very truly,

Herbert Goodenham

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December 11th, 1913

H. F. Gooderham, Esq.,

Toronto.

Dear Mr. Gooderham:

Many thanks for your letter. The sermons which are delivered in the University Convocation Hall are under the direction of the Colleges' Sermon Committee, and not official in the sense of being in any way supported by the University. The only means of maintaining them is by the collection that is taken up every morning, out of which the preacher's expenses, the organist, and music have to be paid for, as well as the service in the hall. Also the new hymn-book has to be financed, and that leaves very little money at the disposal of the committee for advertising. However, the Secretary informs me that notices are sent to the papers, and I have seen them among the regular sermon notices.

With regard to the advertising of other events, I feel that the University itself should pay for what is necessary, and that we should not ask graduates to do this. I will as soon as possible endeavour to secure from the papers some more reasonable offer than they have given us in the past, and perhaps we may be able to arrive at some satisfactory adjustment so that the public outside may have the chance of knowing more as to what is going on. I may assure you that our desire is to keep the University as closely in touch with the city and our graduates as possible.

With kind regards, I am,
Yours sincerely,

President.

